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"You love the roses—so do I.
I wish the sky would rain down roses"
—ELLIOT

Hints on Care and Culture of ROSES

How to Plant Roses

. . . and Take Care of Them

Any good garden soil is suitable for Roses. Most amateurs make the mistake of enriching the Rose-garden too much. Select a sunny situation away from trees and shrubbery. Spade deeply and make an opening large enough to receive the roots of the plant when spread out naturally. Place the plant in position and fill hole about two-thirds with top-soil. Water well, allow water to settle, and finish filling hole with soil.

The plant should be set a little deeper than it grew in nursery. If any fertilizer is used, put it on top of the bed.

After planting keep the Rose-bed well hoed but do not dig too deep—2 inches is enough. During dry weather it is very important to water the Roses. Try to water them after the fashion of a good rain; allow the surface of the bed to dry, and then cultivate. Do not keep the bed soaked all the time. Roses like water, but good drainage is also essential.

McClung Bros.' Roses are pruned for planting before being shipped. They will need no more pruning the first season. The proper time for pruning is the next season just before the buds begin to swell in spring. At that time cut the stems back to within 5 or 6 inches of the ground.

RULES

Keep the roots moist until Roses are planted.

Black lines show where unpruned bushes should be cut. McClung's Roses are already pruned.

Spread out the roots so they do not crowd.

Don't plant too deep; note the picture.

Plant in good soil where there is sunshine at least half a day.

Water well in dry weather.

Dependable and Healthy Roses from McClung Bros.

Healthy, hardy, "happy" Rose bushes, bred-up in the famed Tyler District, in an ideal climate for the culture of Rose stock. These plants remain in the field until the orders come in—then they are dug fresh, well packed, and shipped, there being only one handling. Thus the vitality is retained in the plants. Every operation is under the supervision of experienced and expert Rose men.

Only two-year-old, field-grown plants are furnished. They have been budded on vigorous, disease-resisting stock. Only the heavy plants or the finest grades are sold, their average height in the nursery being from 2 to 3 feet, well branched, and with finely developed root-systems.

We positively guarantee our Roses to be true to name, and to reach you in good fresh condition—or your money back. No charge is made for packing and all packages are tightly wrapped with heavy Kraft paper or burlap. You deal direct with the growers, so there is but one profit to be added. Our customers get the benefits of these and other savings (by our methods of doing business) through lower prices as well as better plants.

Please state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility.

All these things mean something!

•Strong •Two Year •Monthly •Everblooming

•Field Grown •Budded

ROSES FROM McCLUNG BROS.

McClung's Hardy Two-Year-Old, Field Grown Roses

All our Roses are two-year-old field-grown plants, budded on Rosa multiflora japonica and Texas Wax root-stock.

Terms. Cash with order. You can definitely depend on these plants in every way, even at these reduced prices. All guaranteed true to name.

Varieties marked with an asterisk (*) are illustrated.

PRICES

25 cts. each, prepaid; $3.00 per doz., prepaid; $20.00 per 100, prepaid.

American Beauty. Large, globular, crimson buds. A very popular variety which always wins great admiration with its beauty and perfume.

***Betty Grace Clark.** One of our best new roses. Fragrant flowers of tawny yellow and apricot. Stems long and stiff, making the blooms excellent for cutting. Very vigorous and free-blooming.

***Ami Quinard.** Striking semi-double Rose of very dark crimson-maroon, produce freely on fall, semi-shrubby plants. Buds. Beautiful color. Striking.

Ami Quinard

Betty Grace Clark

Betty Uprichard

***Betty Uprichard.** Copper-red buds, opening to semi-double, large blooms of delicate salmon-pink, with reverse carmine having coppery sheen. One of the best bloomers.

Briarcliff. Very much like Columbia but a deeper rose-pink. Good growth and free flowering.

Caledonia. Modern white Rose with long, exquisitely creamy white buds opening to beautifully shaped, snowy flowers. Plants are very strong and bloom over a long period.

***Columbia.** Words fail to do justice to this marvelous Rose. It is a very beautiful peach-pink, deepening as it opens. Superior shaped buds on very long and nearly thornless stems of good length. Very hardy.

Crusader. Crimson buds of moderate size and excellent shape.

Cuba. Orange-scarlet buds, opening to flowers of brilliant orange-vermilion.

***Dame Edith Helen.** A beautiful shade of clear pink, freely produced on long stems. Grows well.

Edel. Huge, very double, snow-white flowers with many curled petals. Free blooming.

***Edith Nellie Perkins.** Long-pointed buds, rich orange outside and salmon-pink inside. Fairly double blooms with a golden underglow.

E. G. Hill. Great, massive blooms of deep maroon, velvety on inside.

Etoile de Hollande. Very large, well-built, brilliant red blooms; fragrant. One of the best new garden Roses.

Frank W. Dunlop. Deep rose-pink large, pointed buds open to full, fragrant blooms on long stems. Free flowering, strong, healthy grower.

***Francis Scott Key.** One of the largest reds. Easy to cultivate. Its color is a beautiful crimson-red, shading to cerise, and it has a profusion of petals opening to a higher center. Thrifty grower. Very hardy. Beautiful foliage. Wonderful for cut-flowers.

Frau Karl Druschki. See White American Beauty.

Dame Edith Helen

Jonkheer J. L. Mock. Rosy pink, almost silver-white, reverse of petals deep carmine-pink. Blooms of magnificient size on long, erect canes.

Julien Potin. A fine clear yellow Rose of vigorous, erect habit, with very shapely flowers of good yellow.

Kaiserin Auguste Viktoria. Queen of the white Roses. Pure white, with never a tinge of pink. Splendid large buds and superb, full double blooms. A continuous and profuse bloomer. We consider this Rose our very best white. It has been chosen by vote of the American Rose Society as one of the best 12 Roses in America.

***Killarney, Pink.** One of the finest pink Roses ever introduced. Especially beautiful in coloring.

Killarney, White. Pure white sport of above, and identical in shape and blooming qualities.

Lady Hillingdon. Deep apricot-yellow to orange. Long, slender, pointed buds. A very free-flowering variety and a striking decorative Rose. Thrifty, sturdy, spreading growth.

***Los Angeles.** Flowers of pale satiny pink, richly shaded with deep rose and gold.

***Luxembourg.** Flowers deep orange, much larger than Sunburst. Long-pointed buds on graceful stems. Beautiful foliage. Strong thrifty grower. The best and most beautiful deep yellow Rose we have ever grown.

Margaret McGredy. Orange-vermilion blooms with light green healthy foliage. One of the best for home-gardens.

Columbia

***Golden Dawn.** A wonderful bedding Rose with massive buds, opening to lemon-yellow flowers of excellent form. Rates high as the best all-round yellow garden Rose.

Gorgeous. Very double, light yellow blooms, overspread with copper and orange in vivid hues. Good foliage.

Hadley. A rich crimson-red flower with velvety texture. Moderate in bloom and growth. Highly recommended for cut-flowers.

Imperial Potentate. Dark, shining rose-pink, shaded lighter on reverse of petals.

Independence Day. Long-pointed buds and double flowers of deep golden salmon, with a tint of copper. Unusually free blooming.

Joanna Hill. Very double bloom with Indian-yellow center, surrounded by bold, buff petals.

Edith Nellie Perkins

Golden Dawn

Killarney Pink

Mrs. Charles Bell (Shell-Pink Radiance). A sport of Radiance and like it except its color—a very even shade of soft, clear shell-pink.

Mrs. Erskine Pembroke Thom. The fine long buds open into perfectly shaped flowers of rich lemon-yellow.

Mrs. Henry Bowles. Globular flowers of clear pink, with lighter shading.

Mrs. Henry Morse. The flowers are bright pink with silvery shadings.

***Mrs. Pierre S. du Pont.** A bright, unfolding yellow of the deeper variety. Beautifully shaped flowers, known for its prolific bloom and healthy habit.

***Mev. G. A. Van Rossem.** Glowing orange or apricot colored buds which open to bright golden yellow flowers streaked and veined with orange—very beautiful. See outside back cover.

Miss Rowena Thom. Blooms of brilliant satiny pink, with orange-flame center.

Mme. Butterfly. Light pink buds, tinted with gold near base of petals. Plant strong and richly perfumed.

Mme. Edouard Herriot. The original of all the bright orange-pink varieties.

Mrs. Aaron Ward. Fine fawn-colored buds and open blooms. An excellent buttonhole variety.

Los Angeles

Luxembourg

Pink Radiance

Padre. Golden yellow, streaked with orange and red. One of the best new Roses.

Paul Neyron. HP. Produces the largest pink Rose in the world on a long, graceful stem. A half-dozen will make a nice bouquet.

***Pink Radiance.** America's leading Rose, according to the decision of the American Rose Society. It is indeed a beautiful pink Rose, with large-pointed buds of clear, even shade of pink, opening into a tulip-shaped blossom on long, graceful stems. A very thrifty grower with waxy foliage.

***President Herbert Hoover.** A glorious new multicolored Rose unfolding its broad, thick petals unhurriedly from the beautiful pointed bud. Vivid cerise-pink, softly flamed with yellow, orange, and scarlet; this combination most emphatic on the reverse. The perfume is exquisite; the foliage ornamental.

***Rapture.** Sport of Mme. Butterfly, but more double and more highly colored.

***Red Radiance.** Beautiful red sport of Pink Radiance and like it except in color. Stands second among the best 12 Roses of its class in America.

Rev. F. Page-Roberts. Double, golden yellow blooms. Free blooming in spring and fall.

***Roslyn.** Beautiful, tapering buds and large double flowers of golden yellow with orange shadings on the reverse of the petals. Undoubtedly one of the outstanding garden yellows.

Sensation. Scarlet-crimson blooms. Plant strong and very active.

Souv. de Claudius Pernet. The sensation of the day in yellow Roses. Large, sunflower-yellow blooms, perfectly formed; very fragrant. Dark, glossy foliage. Vigorous growth.

Sunburst. Another leading yellow. The color is golden orange and deep yellow, varying at different stages of development.

Hoover

Rapture

White American Beauty (Frau Karl Druschki). This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink as it begins to open, but develops into a pure white blossom. It has held its own in competition with all the new Roses introduced since 1900, and it will take a good one to beat it.

***Talisman.** The most gorgeous assemblage of colors in one flower ever presented by a Rose. The strong colors exhibited mostly, are: gold, apricot-yellow, blood-orange, deep pink and old-rose. The bud is long and shapely, developing into medium-sized, compactly double flowers. Free bloomer; glossy foliage.

William F. Dreer. Very large buds and flowers of deep rose-pink; highly perfumed. Blooms freely.

Willowmere. One of the lasting old favorites. Produces buds and blooms of soft shell pink with a luminous salmon and yellow glow.

Roslyn

Dwarf Polyantha or Baby Roses

Baby Orleans. The showiest and prettiest of the pink Dwarf Polyantha Roses. This charming variety forms a huge bouquet of small, double, pink Roses from early spring until killing frost.

Baby Tausendschon. Flowers are medium size, white to soft pink, borne in clusters on average stem. Blooms abundantly all season.

Cecile Brunner (Sweetheart Rose). Small buds and flowers of light pink with yellow base, borne in graceful clusters. Vigorous, faithfully blooming plant. One of the very best Polyanthas for cut-flower use.

Ellen Poulsen. Flowers of bright rose-pink, darker toward the edges, borne profusely in large clusters. One of the best Baby Roses.

Radiance—Red

Mrs. Pierre S. du Pont

George Elger. Dainty golden buds and pale cream flowers. The prettiest yellow Polyantha.

Golden Salmon. Bright orange-salmon flowers that come in huge clusters. First really orange Polyantha. One of the best.

Ideal. Produces continually its clusters of small, dark scarlet blooms. A bed or border makes a splendid mass of velvety red color all season.

Katharina Zeimet. Small, very double, pure white flowers in large clusters. Vigorous, faithfully blooming plants.

Our Select Line of Climbing Roses

Climbing Columbia. Sport of Columbia, almost thornless, and excites the admiration of all who see it.

Cl. Francis Scott Key. Sport from Francis Scott Key. One of the largest and best crimson-reds. Our own propagation; no others have it. Thrifty grower. Very thorny. Beautiful foliage. A strong climber and perfectly hardy. The very finest pillar Rose when trained to a stake. You have to see this Rose to appreciate it, for words fail to describe the brilliant color. Blooms monthly.

Cl. Francis Scott Key

Cl. K. A. Viktoria

***Cl. Kaiserin Auguste Viktoria.** The best white climbing Rose. Pure white, shading at base of petals to a light cream; very fragrant.

Cl. Meteor. Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

Cl. Red Radiance. A sport of Red Radiance, and like it except that it is a vigorous climber.

***Cl. Talisman.** Same as Talisman, except its climbing habit.

Marechal Niel. This is an old favorite beautiful yellow which still holds its prestige in competition with the many fine new ones. A vigorous climber.

Paul's Scarlet Climber. No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar Rose when trained to stake.

Cl. Talisman

"Roses are the poetry of earth,

As the stars are the poetry of heaven."

Patented Roses of Matchless Beauty

© 1934 — **Token** — PLANT PATENT NO. 95

Token

Plant Patent No. 95

Large, Ophelia-shaped bud. The medium full flowers are a unique color—the glowing tones of a rich sun-ripened apricot without any shading, gradually finishing soft coral—pleasing at all stages. A very free bloomer. Foliage healthy and disease-resistant. Each **$1.50**, per dozen **$15.00.**

Souvenir

Plant Patent No. 25

The Golden Talisman. One of the loveliest of Roses. Its bloom is a rich deep golden yellow, and it is a prolific producer of fragrant flowers for cutting. A superb garden variety with all the desirable qualities of the popular Talisman. Each **$1.00**, per dozen **$10.00.**

© 1932 — **Souvenir** — PLANT PATENT NO. 25

Texas Centennial H. T.

Patent Applied For

Color, brick-red, with a dainty shade of gold; center of flower lighter red, toning to dark pink as the bloom ages. Sport of President Hoover. Resists heat better than any known red. See illustration on front cover. Each **$1.00**, per dozen **$10.00.**

★

THREE PATENTED ROSES OF A VARIETY AT DOZEN RATE

★

© 1934 — **Nigrette** — PLANT PATENT NO. 87

Nigrette

"The Black Rose of Sangerhausen"

Plant Patent No. 87

The darkest of Roses, appearing almost black from a little distance. The petals do not burn in the sun. Plant is continuously in bloom, spending most of its energy in forming blossoms. Each **$2.00**, per dozen **$20.00.**

© 1932 — **Mary Hart** — PLANT PATENT NO. 8

Mary Hart

Plant Patent No. 8

A striking red sport of Talisman. The buds are maroon-red, opening to well formed blossoms of deep velvety blood-red, with an overglow of amber. Unlike most red Roses, Mary Hart does not wilt or dry out when cut, but opens perfectly. Each **$1.00**, per dozen **$10.00.**

Countess Vandal H. T.

Plant Patent. No 38

Its long, pointed buds are coppery salmon and golden yellow, opening to large, bronzy pink flowers frequently over 5 inches wide. Long, deep petals reflex in a graceful manner, giving it exquisite delicacy of form unapproached by Roses of similar size. Bronzy foliage. Upright, vigorous; prolific flowering habit. **$1.00** each, **$10.00** per dozen.

© 1932 — **Countess Vandal** — PLANT PATENT NO. 38

ROSES From the Famous East Texas Fields, The Largest Rose Growing Center in the United States.

(THE FAMED TYLER FIELDS)

Smith County, Texas, of which Tyler is the county-seat, is the largest Rose-growing center in the United States. Each season over one hundred carloads are shipped, a large percentage going by less-than-carload Freight, Express and Parcel Post shipments into every State of the Union, to be resold by other nurseries, florists, dealers and agents. Roses from this section thrive, under ordinary treatment, in almost every kind of soil and climatic condition in the country, and in some foreign countries.

McClung Brothers are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardiest sorts, as described in this folder.

A Suggestion

Here's a "brilliant" idea which is quite the thing just now! Plant a bed of Roses of all one color. What a **brilliant** array it will make! Imagine a large bed of **Francis Scott Key, Luxembourg, Lady Hillingdon,** etc.

Tell us how your grounds are planted and let us make suggestions, or select a special color yourself and plant all of one variety in a single bed. Try it!

We, too, prefer to "Say It with Flowers," and we try to express our feeling of appreciation for each order by sending flowers (i.e., Rose bushes) of the very finest that years of expert Rose-culture can produce. But let us also add a word of gratefulness here. We thank you profusely for your patronage of the past and hope for years of continued relationship. By the numerous letters received from our customers, praising our Roses, and by their repeat orders, we feel that we **are** performing a duty well. May we have your repeated confidence, good will, and business from one season to another!

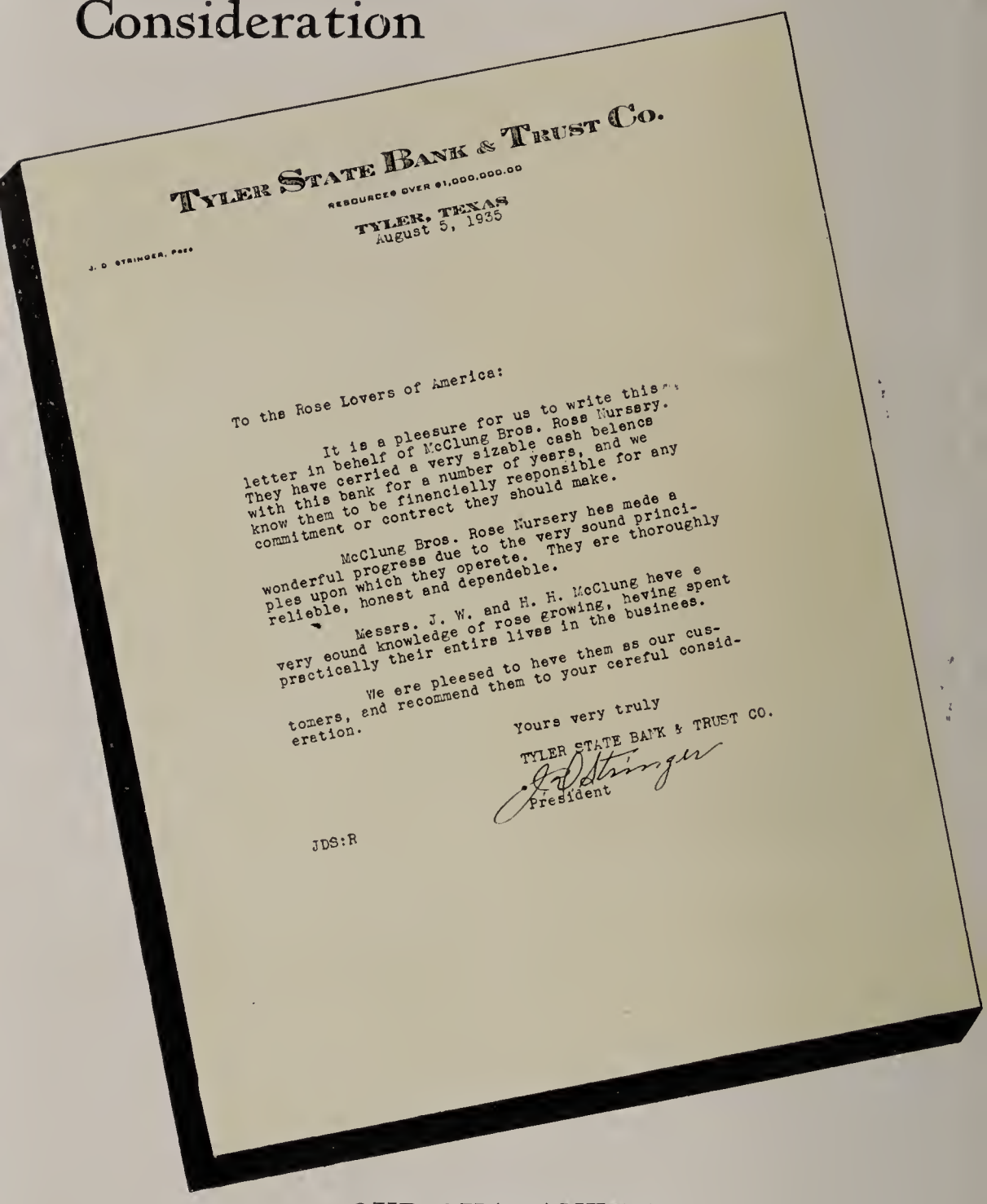
If you are not one of our customers, let this serve as an introduction, and may we be favored with a trial order? We are sure you will like our Roses and our dealings, and you, too, will become a steady customer and a McClung booster. It is never any trouble for us to answer inquiries, so write us what you want to know about Roses, our plants, and our service.

If nearby, visit our nurseries! You're always welcome. We are located 5 miles northwest of Tyler, on the Lindale Highway. Should you care to phone us, our numbers are 9070F2 and 9070F3. We may be reached by Long-distance Call, at these numbers.

Strong, Two-Year, Monthly, Everblooming, Field-Grown, Budded Roses . . .

. . . Our Specialty!

The Reliability of a Nursery Should Be Your FIRST Consideration



TYLER STATE BANK & TRUST CO.

RESOURCES OVER $1,000,000.00

J. D. STRINGER, Pres.

TYLER, TEXAS
August 5, 1935

To the Rose Lovers of America:

It is a pleesure for us to write this letter in behelf of McClung Bros. Rose Nursery. They have cerried a very sizable cash belencs with this bank for a number of years, and we know them to be finencielly reeponsible for any commitment or contract they should make.

McClung Bros. Rose Nursery hes mede a wonderful progress due to the very sound principles upon which they operete. They ere thoroughly relieble, honest and dependeble.

Messrs. J. W. and H. H. McClung heve e very eound knowledge of rose growing, heving spent practically their entire lives in the business.

We ere pleesed to heve them as our customers, end recommend them to your cereful consideration.

Yours very truly
TYLER STATE BANK & TRUST CO.
J. D. Stringer
President

JDS:R

OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than $1.00, unless 25 cts. extra is included for packing and postage.

REFERENCES

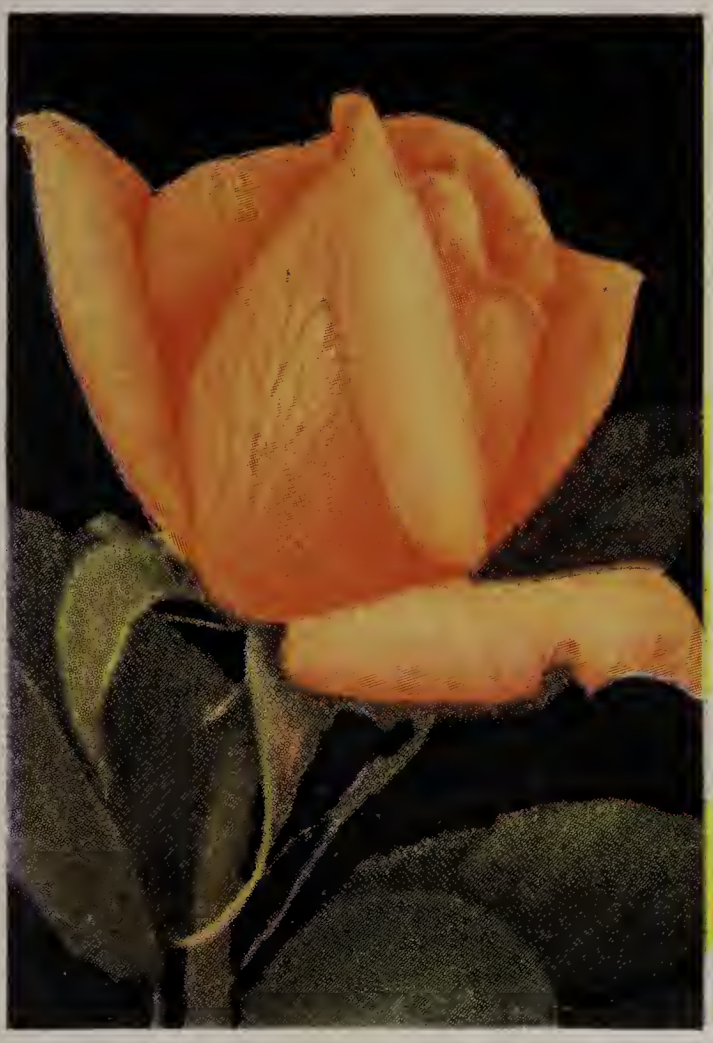
Chamber of Commerce. Peoples National Bank.
Tyler State Bank & Trust Co. Citizens National Bank.
. . . . or any other business house of Tyler, Texas.
Also our customers (names of some near you sent on request).

McCLUNG BROS.
ROSE NURSERY

J. W. McClung . . Owners . . H. H. McClung

Route 9

TYLER . TEXAS



Mev. G. A. Van Rossem

What is a home without flowers? Without them there is something ever lacking; with them there is the true spirit of love and happiness.

As with flowers, there is something missing without Roses, universally popular and the loveliest of all flowers. A Rose-garden completes the ideal home! Every home should have a Rose-garden of from 50 to 100 plants—that's how to truly appreciate them—growing in colorful and brilliant profusion.

The Rose-garden movement is one of the fastest growing movements in America today. Divert your mind from the cares of the world and your own sphere of life by having your own Rose-garden, and even by working it yourself as a hobby. Thousands do.

If you have no Garden Club or Rose Society in your community, why not organize one? We can tell you how. Also, by ordering 100 or more Roses at one time, we will quote you special prices.

Strong, Two-Year, Monthly, Everblooming, Field-Grown, Budded Roses . . .

. . . Our Specialty!

McCLUNG BROS. ROSE NURSERY

J. W. McClung **H. H. McClung**

Owners

Route 9, Tyler, Texas